

CLAIMS

WHAT IS CLAIMED IS:

- 1 1. A method for risk classification of a prospective insured, said method comprising:
2 accessing data regarding one or more personality traits of the prospective insured
3 to develop personality trait data; and
4 classifying the prospective insured into one of a plurality of risk groups based on
5 the personality trait data of the prospective insured;
6 wherein the risk classification relates to at least one of automobile insurance,
7 insurance covering malpractice of a medical professional and worker's compensation
8 insurance.
- 1 2. The method of claim 1, wherein the risk classification relates to automobile
2 insurance.
- 1 3. The method of claim 1, wherein the risk classification relates to malpractice of a
2 medical professional.
- 1 4. The method of claim 1, wherein the risk classification relates to worker's
2 compensation insurance.
- 1 5. The method of claim 1, wherein the personality traits relate at least to one of (a)
2 impulsivity, (b) locus of control, (c) self-esteem, (d) invulnerability, (e) hostility, (f)
3 anger, (g) trust, (h) social desirability, and (i) thoroughness in decision making.

1 6. The method of claim 2, wherein classifying the prospective insured further
2 includes consideration of one or more variables selected from a group consisting of age,
3 gender, annual mileage, and driving experience.

1 7. The method of claim 1, further comprising calculating an insurance rate for the
2 prospective insured based on the risk group into which the prospective insured was
3 classified.

1 8. The method of claim 1, further comprising collecting the data regarding the
2 personality traits of the prospective insured from the prospective insured.

1 9. The method of claim 8, wherein collecting the personality trait data includes
2 administering a questionnaire to the prospective insured and recording replies provided
3 by the prospective insured in response to one or more survey statements on the
4 questionnaire.

1 10. The method of claim 1, further comprising:
2 accessing data regarding one or more character traits of the prospective insured to
3 develop character trait data; and
4 classifying the prospective insured into one of the plurality of risk groups based
5 on the character trait data of the prospective insured.

1 11. A method of risk classification for automobile insurance, said method
2 comprising:
3 accessing data regarding answers provided by a driver to one or more survey
4 statements selected from a group consisting of, for example:

“I don’t find it particularly difficult to get along with loud mouthed, obnoxious people”;

“In comparison to others my age, I have a less than average chance of having a heart attack”;

“I usually think carefully before doing anything”; and

“In comparison to others my age, I have a less than average chance of being fired from a job.”

12. A method of risk classification for a driver, said method comprising:

accessing data regarding answers provided by the driver to one or more survey statements selected from a group consisting of, for example:

“I don’t find it particularly difficult to get along with loud mouthed, obnoxious people”;

“In comparison to others my age, I have a less than average chance of having a heart attack”;

“I usually think carefully before doing anything”; and

“In comparison to others my age, I have less than average chance of being fired from a job”; and

classifying the driver into one of a plurality of risk groups based on the data regarding the answers.

13. A method of devising a questionnaire for use in risk assessment of a prospective insured, said method comprising:

collecting data from a plurality of survey respondents, said data including an indication of a number of claims reported by each of the survey respondents and a plurality of personality traits for said each of the survey respondents;

correlating sets of the personality traits with the number of claims; and

7 selecting one or more traits among the set of personality traits based on a
8 correlation with the number of claims;
9 wherein the risk classification relates to at least one of automobile insurance,
10 insurance covering malpractice of a medical professional and worker's
11 compensation insurance.

12
1 14. A method for risk classification of a prospective insured, said method comprising:
2 accessing data regarding one or more personality traits of the prospective insured
3 to develop personality trait data; and
4 classifying the prospective insured into one of a plurality of risk groups based on
5 the personality trait data of the prospective insured;
6 wherein the personality traits relate at least to one of (a) impulsivity, (b) locus of
7 control, (c) self-esteem, (d) invulnerability, (e) hostility, (f) anger, (g) trust, (h) social
8 desirability, and (i) thoroughness in decision making; and
9 wherein the risk classification relates to at least one of accident insurance and a
10 likelihood of filing an accident insurance claim.

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1 15. The method of claim 14, wherein the risk classification relates to accident
2 insurance.

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1 16. The method of claim 14, wherein the risk classification relates to a likelihood of
2 filing an insurance claim.

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1 17. A computer-readable medium bearing instructions for risk assessment of a
2 prospective insured, wherein said instructions are arranged, when executed by one or
3 more processors, to cause the one or more processors to perform the steps of:

4 accessing data regarding personality traits of the prospective insured; and
5 classifying the prospective insured into one of a plurality of risk groups based on
6 the accessed data regarding the personality traits of the prospective insured;
7 wherein the risk classification relates to at least one of automobile insurance,
8 insurance covering malpractice of a medical professional and worker's compensation
9 insurance.

1 18. A method for risk classification of a prospective insured, said method comprising:
2 accessing data regarding one or more personality traits of the prospective insured
3 to develop personality trait data; and
4 classifying the prospective insured into one of a plurality of risk groups based on
5 the personality trait data of the prospective insured;
 wherein the personality traits relate to at least one of locus of control, hostility,
social desirability, and thoroughness in decision making.

6
 19. The method of claim 18, wherein the personality traits relate to at least two of
locus of control, hostility, social desirability, and thoroughness in decision making.

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 20. The method of claim 19, wherein the personality traits relate to at least three of
2 locus of control, hostility, social desirability, and thoroughness in decision making.

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1 21. A method for risk classification of a prospective insured, said method
2 comprising:

3 accessing answers to a number of items, the items regarding one or more
4 personality traits of the prospective insured, to develop personality trait data;
5 applying an anti-faking technique to the item answers to determine a reliability
6 factor of the personality trait data; and
7 classifying the prospective insured into one of a plurality of risk groups based on
8 the personality trait data of the prospective insured and the reliability factor.

1 22. The method of claim 21, wherein the risk classification relates to at least
2 one of automobile insurance, insurance covering malpractice of a medical professional
3 and worker's compensation insurance.

1 23. The method of claim 21, wherein the reliability factor is derived by at least
2 one of (1) using one or more personality trait items that embed anti-faking measures, (2)
3 using multiple personality trait items designed to measure a particular trait, (3) using one
4 or more personality trait items designed to measure the likelihood that an individual is
5 honest, (4) using multiple questionnaire variants each containing different combinations
6 of personality trait items, (5) administering multiple questionnaires containing personality
7 trait items to a prospective insured, (6) indicating to a prospective insured that a
8 subsequent interview concerning a questionnaire is likely, (7) administering follow-up
9 interviews to a prospective insured if a reliability flag is raised by an answer of a
10 prospective insured, (8) monitoring the continued viability of a particular questionnaire in
11 and (9) monitoring the continued viability of a particular item.

1 24. A method for risk classification of a prospective insured, said method
2 comprising:

3 accessing data regarding one or more character traits of the prospective insured to
4 develop character trait data; and
5 classifying the prospective insured into one of a plurality of risk groups based on
6 the character trait data of the prospective insured.

25. The method of claim 24, wherein the character traits relate at least to one
of (a) honesty, and (b) moral development.

1 25. The method of claim 24, wherein the risk classification relates to at least
2 one of automobile insurance, insurance covering malpractice of a medical professional
3 and worker's compensation insurance.

1 26. The method of claim 25, wherein the risk classification relates to at least
2 one of automobile insurance, insurance covering malpractice of a medical professional
3 and worker's compensation insurance.

4